

### **Amendments to the Claims**

This listing of claims will replace all prior versions, and listings, of claims in the application:

#### **Listing of Claims:**

##### **1-12. (Canceled)**

13. **(Currently Amended)** ~~In a network system comprising a public network, a creative selection server connected to the public network, a content server, and a user computer that requests content pages over the public network and receives content pages and redirect commands for one or more creatives from the content server: a server~~ A system comprising:

a creative selection server; and

a direct connect server connected to a public network separately from the creative selection server, wherein the direct connect server:

receives creative selection criteria from the a user computer[[,]] ; and

responsive to a user request to receive non-advertising content and at least one redirect command from a content server, the redirect command configured to direct the user to the direct connect server:

generates a request for creative message as a function of the creative selection criteria;

transmits the request for creative message to the creative selection server;

[[and]]

receives an identification of one or more creatives from the creative selection server; and

sends the identification of the one or more creatives to the user computer.

14. **(Currently Amended)** ~~The request for creative message system~~ of claim 13 wherein the request for the creative message is further defined as a function of a stored profile.

15. **(Currently Amended)** The ~~request for creative message~~ system of claim 13 wherein the request for the creative message is further defined as a function of mapping the IP address of the user computer, but not including data from which the actual IP address can be derived.
16. **(Currently Amended)** The ~~request for creative message~~ system of claim 13 wherein the request for the creative message is further defined as a function of the IP address of the user computer.
17. **(Currently Amended)** The ~~request for creative message~~ system of claim 13 wherein the request for the creative message is further defined as a function of whether or not the user computer has previously connected to the content server.
18. **(Currently Amended)** The ~~request for creative message~~ system of claim 13 wherein the request for the creative message is further defined as a function of the domain name of the user computer.
19. **(Currently Amended)** The ~~request for creative message~~ system of claim 13 wherein the request for the creative message is further defined as a function of a search term entered by the user computer.
20. **(Currently Amended)** The ~~request for creative message~~ system of claim 13 wherein the request for the creative message is further defined as a function of IP address of the content server.
21. **(Currently Amended)** The ~~request for creative message~~ system of claim 13 wherein the request for the creative message is further defined as a function of whether or not the user computer has previously connected to the direct connect server.

22. **(Currently Amended)** The ~~request for creative message~~ system of claim 13 wherein the request for the creative message is further defined as a function of the domain name of the content server.

23. **(Currently Amended)** The ~~request for creative message~~ system of claim 13 wherein the request for the creative message is further defined as a function of a meta tag on the content server.

24. **(Currently Amended)** The ~~direct connect server~~ system of claim 13 further comprising a lookup table for storing category codes for use in generating a request for creative message.

25. **(New)** The system of claim 13, wherein the redirect command is configured to direct the user to the direct connect server.